



THE ECONOMICS PRESS, INC.

270 PLEASANT VALLEY WAY, WEST ORANGE, NEW JERSEY 07052



T NELSON
BOX 1546
POUGHKEEPSIE N Y 12603



The Day

the President

"SOLD"

the Sales Manager!

J. B., the President, had a habit of getting directly to the point. "George," he said, as the Sales Manager entered his office, "What do you know about SALES BULLETS?"

"SALES BULLETS?"

"Yes, these," J. B. continued, tossing a couple of samples across his desk.

"Oh, yes!" George said, "I've seen them. I get some through the mail every so often."

"What do you think of them?" J. B. asked.

"Very clever."

"Then why aren't we using them?"

"I've thought about it," George explained. "The trouble is our men get so much to read now that they never look at half of it. This would just be something else for them to throw away."

"That's the point!" J. B. broke in. "You're the Sales Manager, George, but these little gadgets--with the cartoons and sales tips--look to me like something that would get read."

"You feel pretty strongly about these SALES BULLETS, don't you J. B. ?"

"George, I feel strongly about finding ways of getting the most we can out of our salesmen. I think this is worth a try. "

"I'll see if the sales budget can stand it. "

"I thought I was the tightwad around here, " J. B. grunted. "You can work them into your budget. SALES BULLETS aren't expensive, and if we don't get results, we just stop--anytime. There's no long term commitment involved. "

"Sounds like we can't lose, " said George, brightening. "And if they do work, we might be able to cut out a lot of the other stuff we've been sending. "

"Now you're talking! Here, George, take this card with you and send in our order. Let's start using them as soon as we can. "

George arose, walked to the office door, and then paused. "I was just thinking, J. B., " the Sales Manager shot back over his shoulder, "It's a shame they keep you so busy up here. We could use a salesman like you out in the field!"

* * * * *

The above story is strictly fictitious. Frankly, we wish it weren't. We wish every company president whose sales manager hasn't tested SALES BULLETS would call the gentleman in and talk things over in the above fashion.

There's nothing fictitious, however, about the unique value of SALES BULLETS. Just send us your order on the enclosed card and we'll send you a brand new SALES BULLET every two weeks--one for every salesman on your force.

Try a few issues. Then, if you are not completely sold on this service--if you are not convinced that it is helping stimulate your men to greater, more effective sales efforts--just tell us to cancel your subscription. We'll refund immediately the unused balance of any payment you may have made.

The purpose of this offer is to prove to you--as an executive charged with responsibility for sales results--that SALES BULLETS

will help you do that job. No matter what form of sales training you are now using, these bi-weekly messages are designed to fit in perfectly. They are a plus factor that will increase the effectiveness of your own efforts.

You can order copies of SALES BULLETS for distribution to each of your men at the following quantity prices:

| | | |
|-------------|----------------------|----------|
| 5-19 | copies of each issue | 29¢ each |
| 20-49 | copies of each issue | 25¢ each |
| 50-99 | copies of each issue | 22¢ each |
| 100 or more | copies of each issue | 19¢ each |

Some subscribers like us to individualize SALES BULLETS with their company name or the name of their Sales Manager, like this:



Others want an additional message on the blank page. Imprinting costs only \$3 additional per issue plus \$1 per line for any typesetting required. As long as you do not change the imprint there is only one typesetting charge.

Why not try SALES BULLETS and see what they can do for you? Mail the enclosed card today and start with the next issue!

Sincerely,

John L. Beckley
John L. Beckley
Publisher

P.S. See back page for some interesting user comments.

"We have subscribed for several years to SALES BULLETS.

"In my particular area we have 33 Sales Supervisors receiving these booklets as they come out, and they advise me that they look forward to receiving them and have picked up many good ideas that have been instrumental in obtaining additional orders."

*R. H. Edgerton, Branch Manager
The Hoover Company, North Canton, Ohio*

"For several years we have supplied our salesmen with your monthly SALES BULLET. A few times we have considered dropping it, but each time the salesmen themselves have convinced us of its value to them and to us. They read it, use it, and look forward to it, so it must be good."

*G. W. McCall, Co-Publisher
Hollywood Sun-Tattler, Hollywood, Fla.*

"SALES BULLETS have in a subtle manner helped us put across messages to our salesmen that are difficult to express in a friendly manner. They are humorous and each issue provides a message worth remembering. We look forward to receiving these BULLETS and the salesmen ask for them should they be overlooked in distribution."

*A. G. Lawrie, Vice President — Sales
Long Transportation Company, Detroit, Mich.*

"We are tempted to send out much more training material, but hesitate with the realization that most of it is not read. The beauty of SALES BULLETS is its brevity, humor and helpfulness.

"A good deal of the effectiveness of SALES BULLETS is measured by the good comments we receive from the salesmen who receive them."

*W. M. McManus, Sales Manager
Stop & Save Trading Stamp Corp., S. Hackensack, N. J.*

Here are some of the companies which have used SALES BULLETS

| | | |
|----------------------------------|---------------------------------------|---------------------------------|
| American Airlines | IBM Corp. | Parker Pen Co. |
| American Cable & Radio Corp. | Jones & Laughlin Steel | Philadelphia Gas Works |
| American Express | Kaiser Aluminum | Red Kap, Inc. |
| Bendix Corp. | Kinney Shoe Corp. | Reynolds Metal Co. |
| Chesapeake & Potomac Tel. Co. | Lenox, Inc. | Royal Crown Cola Co. |
| Cole of California | Liggett & Meyers | Sealy Mattress Co. |
| Columbia Record Distributors | Tobacco Co. | Seven Up Bottling |
| Conn Organ | Lockhart Iron & Steel Co. | Sinclair |
| Culligan Soft Water | McGraw-Edison | Petrochemicals, Inc. |
| Dale Carnegie & Associates, Inc. | Merrill Lynch, Pierce, Fenner & Smith | Singer Co. |
| Dutchmaid, Inc. | Mid America | Southern Bell Tel. & Tel. |
| Encyclopedia Americana | Business Forms, Inc. | Southern Railway Co. |
| General Electric | Mountain States Tel. & Tel. | Spaulding Sports Store |
| B. F. Goodrich Co. | Mutual of Omaha | Swift & Co. |
| | Oscar Mayer & Co. | TWA |
| | Pacific Telephone & Telegraph | U. S. Gypsum |
| | | United Steel & Wire |
| | | Westinghouse Credit Corporation |



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Two Week Appointment Schedule

| | |
|-----------|-----------|
| Mon | Mon |
| Tues | Tues |
| Wed | Wed |
| Thurs | Thurs |
| Fri | Fri |
| Sat - Sun | Sat - Sun |

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A SALES BULLET



*Don't let an irritated customer
or prospect throw you off balance.
Keep a professional attitude—
don't let your personal feelings
become involved.*

Irritable, unpleasant
customers and
prospects are part
of the game
of selling.
The fellow who lets
them upset him
would be better off in
some other line
of business.

The important thing to remember is this: don't take it personally. The customer isn't irritated at you as a person. He's irritated at you as a representative of your company. So don't get riled up. Just act your role and keep your personal feelings out of it.

The second thing is this: don't try to argue with him or contradict him—regardless of whether he is right or wrong—until he has finished blowing off steam and calmed down. Just be a concerned, interested, sympathetic listener.

An angry man doesn't want to be reasoned with. He has developed a full head of steam and he isn't going to be satisfied until he blows it. So let him! After he has gotten it off his chest he'll feel better. Then you can start to talk things over sensibly.

If you and your company are in the wrong, admit it promptly. Do what you can to make amends and set the matter straight.

If the customer is in the wrong, be careful! Don't take it upon yourself to tell him so in so many words. Because he won't like it a bit. Nobody likes to be wrong, especially when he has blown his top and made a big fuss. It makes him feel like a sap.

Just discuss the matter calmly until he begins to see for himself that maybe he was at least partly to blame. Don't let him take all the blame—even if he deserves it. For the sake of good future relations try to take part of the responsibility off his shoulders. Try to think of something you can do that will show how sympathetic you are, something that will restore his feeling of goodwill toward you and your company. What's the use of winning arguments and losing customers?

It's always a temptation, of course, to tell an ornery customer to take his business and go jump in the lake. There's a lot more satisfaction, though, in taming the beast and making him eat out of your hand. It's more profitable, too.

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A SALES BULLET



*Cross-examine your prospect.
Keep him alert and interested by
asking questions. Give him an
active role in your sales
presentation.*

A SMART SALESMAN PLANS HIS PRESENTATION AS A TWO-WAY EXCHANGE.

He gets the prospect into the act.

TOO MANY SALESMEN THINK in terms of *telling* the prospect about their product or service. The prospect is supposed to sit there and listen, then sign the order.

The trouble is that it seldom works out that way. The prospect gets bored, restless, tired of listening. Instead of signing the order, he looks for some way to close the interview.

You can get more attention—and close more sales—by asking the right questions than you can by making flat statements. What kind of questions?

- Questions that show your interest in him and his business,
- Questions that reveal his need for your product or service,
- Questions that make him aware of this need,

- Questions that make him think about the important advantages and benefits you have to offer,
- Questions which will lead him to sell himself on your proposition.

The salesman who asks questions isn't trying to force his opinion on anyone. He is merely helping the prospect analyze his problem and make up his own mind. He isn't telling the prospect what to do—he's assisting him in reaching an intelligent decision.

You know the needs and wants your product or service is designed to satisfy. What questions can you ask that will make the prospect conscious of these unfilled needs and wants? What can you ask that will make him keenly aware of what he is missing?

You know the major benefits you have to offer. What questions can you ask that will make the prospect realize the importance of these benefits to him? What can you have him do, try, look at, or give his opinion about?

A good salesman is like a trial lawyer examining a friendly witness. A competent lawyer comes to court armed with a series of questions designed to bring out the evidence in its most favorable light. You should be prepared with a similar series of questions whenever you talk with a prospect.

If prospects seem restless, maybe you're talking too much. Start asking questions instead. Let them talk — you listen for a change. If you ask the right questions you may listen yourself right into an order.

RESERVATION INSTRUCTIONS

John L. Beckley, President, The Economics Press, Inc., 270 Pleasant Valley Way, West Orange, New Jersey 07052

CONFIRM: We'd like to try SALES BULLETS and judge for ourselves its effectiveness for our salesmen and dealers. Send us a new issue every two weeks until we tell you to stop. It is understood that all issues will be shipped subject to our approval; also that we may stop the service at any time and pay only for those issues already received. If we cancel, you guarantee to refund immediately the unused balance of any amount we may have paid.

Please send copies of each issue, one for each salesman.
(WRITE HOW MANY)

Name Title
Company
Street & No. (or P.O. Box)
City State Zip

Kindly R.S.V.P. The above offer is intended for bona fide business organizations. It is made to a limited number of companies at a time. If you do not choose to take advantage of it, we would still appreciate hearing from you. Just note your wishes here.

by returning this postage-free card

☐ **CANCEL:** We do not wish to accept your offer to try SALES BULLETS.

SB 3 DETACH FOR YOUR FILES

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